

CONNECT

YORK COUNTY

2016 Media Kit

The Official Publication of the York County Economic Alliance

2016 MEDIA KIT

The York County Economic Alliance (YCEA) is a 501(c)6 organization founded in 2012 through an affiliation between York County's chamber of commerce and economic development organizations. The YCEA is the county's primary business resource for facilitating expansion, funding, redevelopment, networking, business-to-business promotion, advocacy and workforce development among many other services. Its mission is to lead economic growth, connect local businesses to resources and each other, and advocate for business and the community to create a prosperous York County.

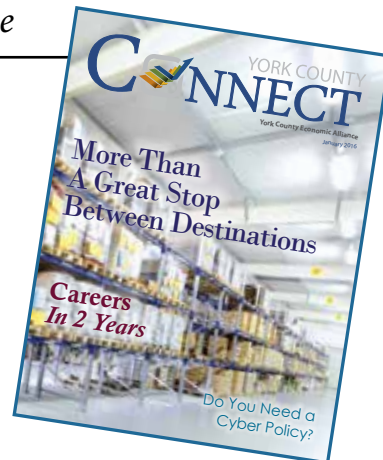
YCEA is comprised of more than 1100 business members that are potential new customers, representing more than 50,000 employees in York.

144 Roosevelt Avenue
York, PA 17401
P: 717.848.4000
F: 717.843.8837

146 Carlisle Street
Hanover, PA 17331
P: 717.637.6130
F: 717.637.9127

EDITORIAL FOCUS

York County Connections, developed by the York County Economic Alliance, is published in print editions three times per year, and in digital-only editions nine times per year. It reports on business trends, activities and news that impacts the Greater York, PA, region. It's designed to feature and promote business and entrepreneurship through content focusing on regional development, transportation issues, legislative advocacy, workforce needs, education and training issues, and general industry news.



DISTRIBUTION & READERSHIP

York County Connections is mailed directly to over 2,000 business and industry owners and C-level decision makers within the Greater York area, YCEA members and non-members. It's also mailed into more than 500 medical, dental, legal and corporate waiting rooms, and distributed in bulk to select YCEA events throughout York. It is read and shared by more than 20,000 business decision makers throughout the greater York County area.

3,000+

QUARTERLY CIRCULATION

20,000+

TOTAL READERSHIP

2016 Print Issue Schedule

Publication Deadlines

ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
March	February 5, 2016	February 10, 2016
July	June 5, 2016	June 10, 2016
November	September 5, 2016	September 10, 2016

Publish date is early month, March, July and November.

2016 Digital-only Issue Schedule

Publishes early month, January, February, April, May, June, August, September, October and December.

Ad Reservations Due... The 5th of the prior month.

Ad Materials Due... The 10th of the prior month.

ADVERTISING SALES

Sherry Bolinger

Phone: 610-685-0914 ext. 202

Sherry@Hoffpubs.com

COMMISSION

Agencies should seek fees directly from the advertiser.

PAYMENT INFORMATION

All payments must be made "in advance of or upon delivery of goods or services."

CANCELLATION POLICY

All contracts are non-cancelable.

2016 NET ADVERTISING RATES

	1x	2x	4x	Digital per issue
Back Cover	\$1700	\$1600	\$1500	\$100
Inside Covers	\$1500	\$1400	\$1300	\$100
Page 1	\$1500	\$1400	\$1300	\$100
Full Page	\$1325	\$1300	\$1250	\$100
2 Full Page Spread	\$3400	\$3200	\$3000	
1/2 Page (Horz. or Vert.)	\$875	\$850	\$800	\$75
1/2 Page Island	\$1075	\$1050	\$1000	\$75
1/4 Page	\$575	\$550	\$500	\$50
1/8 Page	\$375	\$350	\$300	\$25

All advertising rates listed net. No cash discounts. The editor reserves the right to accept/reject all ads and to position advertising at the publisher's discretion.

AD SPECIFICATIONS

BLEEDS

Bleeds for full page or two page spread ads only.

There are no additional charges for bleeds.

GUARANTEED POSITIONS

Add 25% to ad rates to guarantee position. Space and availability are limited.

DIGITAL FILE GUIDELINES

- All fonts outlined or embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: High Res-PDF (preferred), InDesign, TIFF, EPS, JPEG
- All fonts (if not outlined) and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

Please supply all ads in digital format. Hoffmann Publishing can produce ads for advertisers when necessary, and will do so on a voluntary basis. Complimentary ad development will include production of one ad (**per supplied copy and photos**) and/or one set of changes. Hoffmann Publishing designed ads are for use only in our publications. Low resolution pdfs will be provided and proofing is the responsibility of the advertisers. All claims are the responsibility of the advertisers. Additional design changes will be billed at a minimum of \$35 per change. Additional charges may incur if images need to be purchased.

AD MATERIAL INSTRUCTIONS

Tracy Hoffmann

Tracy@hoffmannpublishing.com

Hoffmann Publishing Group, Inc.

2921 Windmill Road, Suite 4

Reading, PA 19608

Phone: 610.685.0914

MECHANICAL REQUIREMENTS

A. Full Page 7.375 x 9.875

B. Full Page Bleed 8.625 x 11.25
(trim size is 8.375 x 10.875)

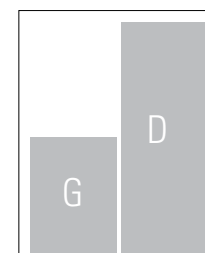
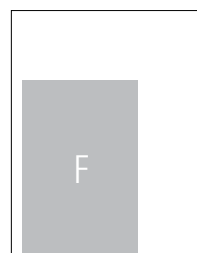
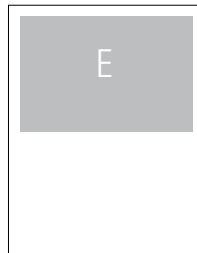
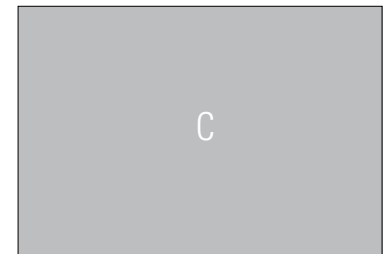
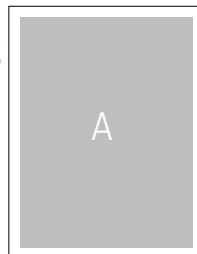
C. Two Page Spread 17.25 x 11.25
(trim size is 16.75 x 10.875)

D. 1/2 Page Vertical 3.5625 x 9.875

E. 1/2 Page Horizontal 7.375 x 4.833

F. 1/2 Page Island 4.9375 x 7.5

G. 1/4 Page 3.5625 x 4.833



Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____ Size of Ad: _____ Rate: _____

Months to run: MARCH JULY NOVEMBER

Payment Method: Pay by Credit Card (Mastercard or Visa only) Pay by Check Send Invoice

Credit Card #: _____ Exp. Date: _____ Sec Code: _____ Zip: _____

Card Holder: _____ Signature: _____

Make checks payable to: **Hoffmann Publishing Group, Inc.**

I understand the York County Economic Alliance does not guarantee the order and page location of advertisements. All contracts are noncancelable. Payment in full is due within 30 days of publication date.

Hoffmann Publishing Group (Publisher), 2921 Windmill Road, Suite 4, Reading, PA 19608 | 610.685.0914 x201 | FAX: 866.590.4890 | Tracy@hoffpubs.com

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POLICY INFORMATION

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature _____

Date _____